

Fire prevention Awareness Survey
for the
San Bernardino Mountain Area

- Summary of Survey Results -

Prepared for:
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EXECUTIVE SUMMARY

The Mountain Area Safety Task Force (MAST) is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas of San Bernardino County. One of the major objectives of MAST is to reduce the current region-wide risk of a major fire, and to minimize impacts on mountain communities from fires. This is accomplished, among other programs, via a fire safety education program, as well as a tree removal program. Over the past three years, MAST has been responsible for removing approximately half a million dead trees in the Angeles and San Bernardino Forests, thereby reducing a significant fire hazard.

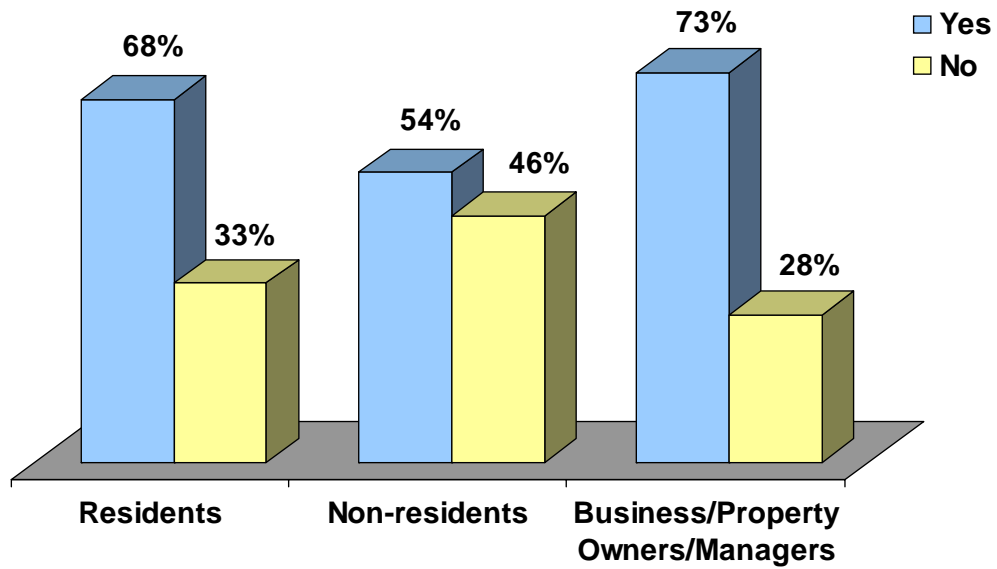
In order to promote their fire safety education program, MAST has retained the Cook and Schmid Public Relations firm to conduct a public education and outreach effort. CIC Research, Inc. was sub-contracted by Cook & Schmid to conduct an awareness and opinion study regarding the MAST program and fire prevention measures in the San Bernardino County Mountains. This report contains the results of the study completed on residents, non-resident property owners, and business/property owners/managers in the area.

For this study, a total of 306 residents, 104 non-residents, and 102 business/property owners/managers were surveyed during the last week of December 2006 and the first two weeks of January 2007. The resident survey was designed as a random telephone survey of San Bernardino County mountain area residents; the non-resident survey was designed as a mail survey of property owners based on property tax records and mailing addresses; while the business/property owner/manager survey involved initially contacting business/property owners/managers via the telephone, and then following up through a chain of referrals until the person responsible for the building and property maintenance and fire prevention was identified and interviewed by phone.

HIGHLIGHTS OF THE SURVEY

- Approximately one in three residents (34 percent) as well as non-residents (33 percent) has had a wildfire burn within a mile of their home/business. Significantly fewer non-residents have been faced with this situation (13 percent).
- Of the respondents who have had a wildfire burn within a mile of their home/business/property, 17 percent of residents, and six percent of business/property owners/managers had damage or loss of property due to the fires.
- The overall majority of residents, non-residents as well as business/property owners/managers (90 percent, 95 percent, and 83 percent each, respectively) had taken steps to protect their home/business/property in case of wildfire.
- Residents tend to have taken most of the nine possible steps read to respondents, to protect their home, while business/property owners/managers have taken fewer steps, and non-residents even fewer still.
- Of all respondents surveyed, the highest proportion of those aware of the term “healthy forest”, were business/property owners/managers (83 percent) followed by residents (65 percent) and non-residents (58 percent).
- More than four in ten respondents from each group replied that the term “healthy forest” means to “minimize density/thinning trees/ no overgrowth”.
- Awareness of MAST was highest among business/property/owners/managers (73 percent), followed by residents (68 percent), and non-residents (54 percent).
- From a list of eight statements regarding fire reduction, that were read to respondents, the lowest awareness was for the lack of continued funding for the dead tree removal program, and that property owners have until June 2007 to notify authorities about dead trees that need to be removed.
- Of three MAST programs read to respondents, the MAST tree removal program was seen to be the most effective, followed by the fire safety education program and the other MAST programs.
- More than four in ten residents (44 percent) live in the Big Bear City ZIP code. Non-residents were most likely to own property in the Big Bear Lake ZIP code (31 percent).
- Business respondents to this survey were most likely to have a retail business (24 percent) or tourist lodging (21 percent).

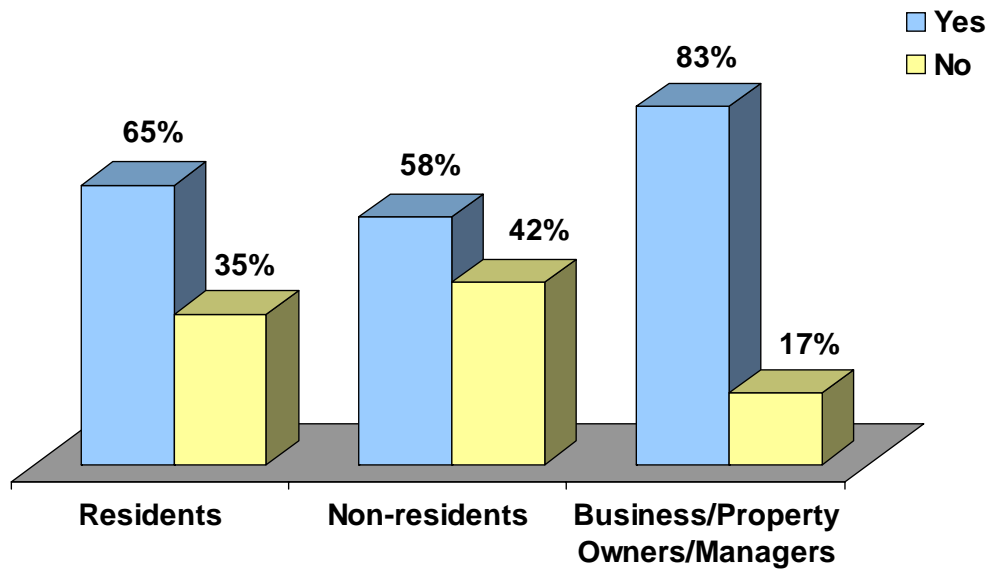
Awareness of MAST*



Source: CIC Research, Inc., January, 2007.

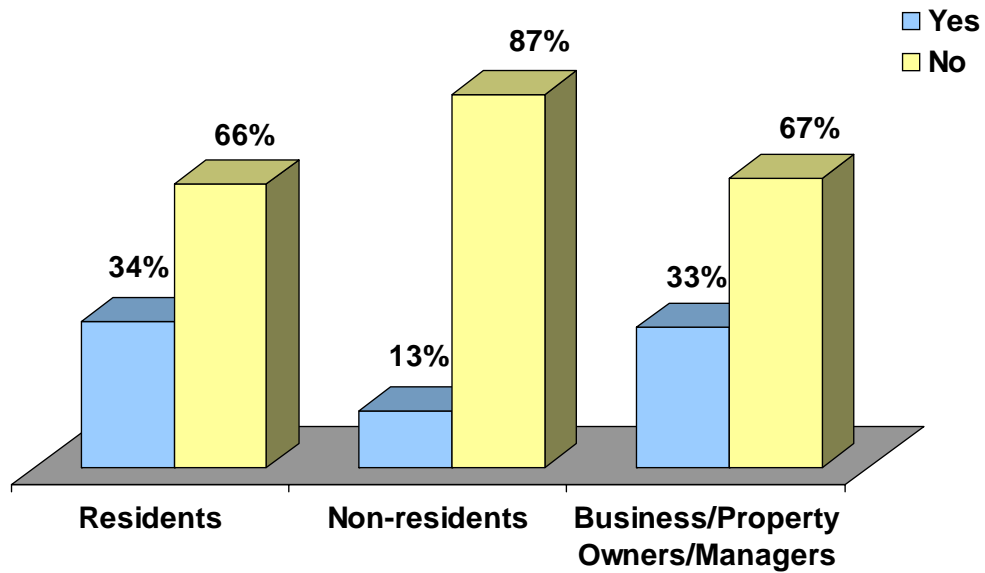
* Percentages may not add to 100 percent due to rounding.

Awareness of "Healthy Forest".



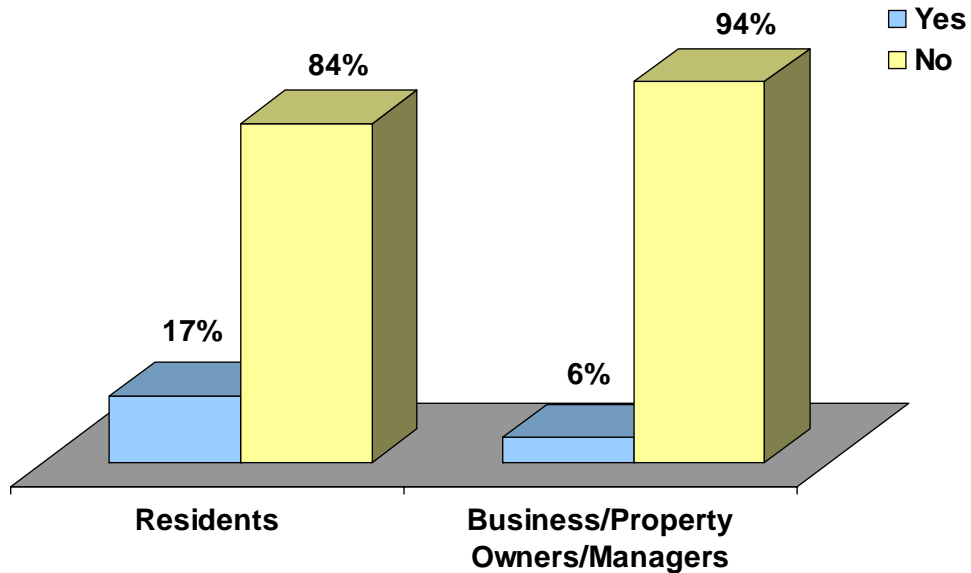
Source: CIC Research, Inc., Fall January, 2007.

Ever had a Wildfire Burn within a Mile of Home/Business/Property



Source: CIC Research, Inc., January, 2007.

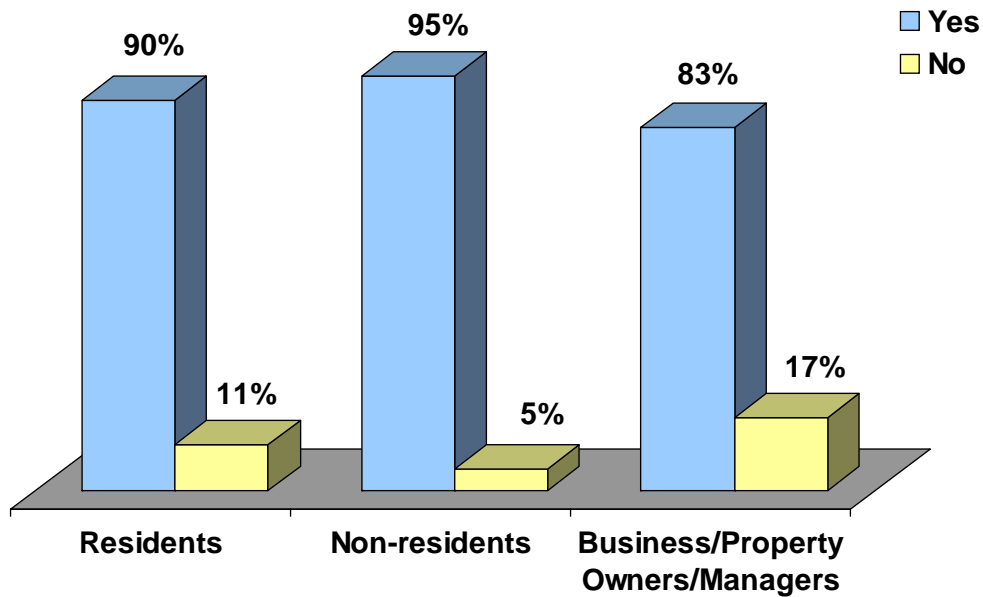
Loss/Damage to Property due to Wildfires in Area*



Source: CIC Research, Inc., January, 2007.

*Percentages may not add to 100 percent due to rounding.

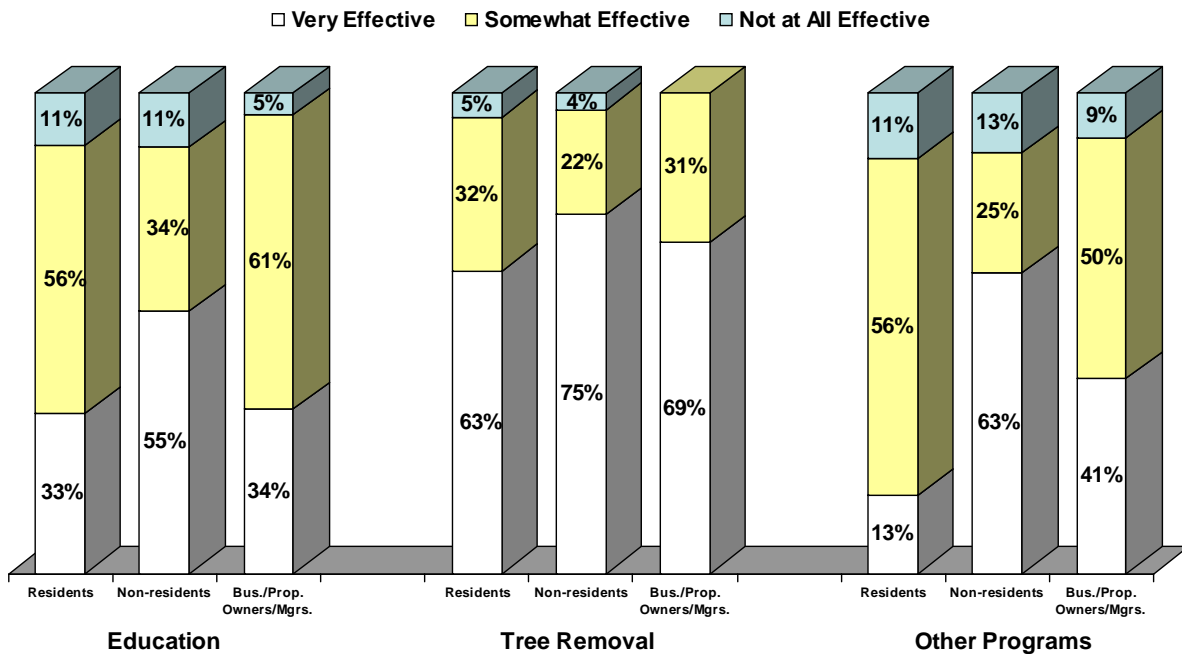
Whether or Not Steps Taken to Protect Home/Business/Property*



Source: CIC Research, Inc., January, 2007.

*Percentages may not add to 100 percent due to rounding.

Effectiveness of Programs*



Source: CIC Research, Inc., January, 2007.

*Percentages may not add to 100 percent due to rounding.

LOCATION/ BUSINESS TYPE

- More than four in ten residents (44 percent) live in the Big Bear City ZIP Code, followed by Crestline/Lake (11 percent). Non-residents were most likely to live in the Big Bear Lake ZIP Code (31 percent), followed by Big Bear City and Lake Arrowhead (16 percent each, respectively). All responses are detailed in the tables at the back of this report.
- Business respondents were asked the kind of business that is located at their address. Approximately one in four businesses are offices or retail (24 percent each, respectively) and 21 percent are considered tourist lodging. All other responses are detailed in the tables at the back of this report.

WILDFIRES IN THE AREA

- For approximately one in three residents (34 percent) as well as businesses (33 percent), a wildfire has burned within a mile of their home/business. A significantly lower proportion of non-residents (13 percent) replied that a wildfire had burned within a mile of their property.
- Of those respondents who had a wildfire burn within a mile of their home/business/property, 17 percent of residents and six percent of business/property owners/managers replied they had damage or loss of property due to the fires. No non-residents had any damage to their property.
- The 17 residents and two business/property owners/managers, who had damage or loss to their property, were then asked the extent of their damage or loss. Residents were most likely to mention “loss of personal property/equipment,” followed by “some structural damage,” and “loss of trees or landscaping.” The business/property owners/managers, whose property had been affected, mentioned that they had a “loss of property/equipment/inventory” or had “some structural damage.”
- Residents, non-residents as well as business/property owners/managers were asked to rate various items on their level of risk from potential wildfires. The list of items varied depending on the group being surveyed. A scale of 1 to 5 was used with 1 equal to “no risk” and 5 equal to an “extreme risk.” Residents as well as non-residents and business/property owners/managers tended to rate the “risk to the health of the San Bernardino Mountain forest areas” as having the highest risk factor (mean score = 4.1, 4.0, and 4.0 each, respectively), followed by the “risk to your local community” (mean score = 3.7, 3.7, and 3.6 each, respectively). The “risk to your family and household members” was rated as having the lowest risk factor among residents as well as non-residents (mean score = 2.7 and 2.8 each, respectively), while business/property owners/managers rated the “risk to your San Bernardino mountain property” as having the lowest risk factor (mean score = 3.1).

STEPS TAKEN TO PROTECT HOME/BUSINESS/PROPERTY

- Respondents were asked if they had taken any steps to protect their home/business or property in case of a wildfire. For each of the residents, non-residents and business respondents, the overall majority replied they had taken protective steps (90 percent, 95 percent and 83 percent each, respectively).
- A list of nine possible steps to protect their home/property/business was read to residents and, non-residents, as well as business/property owners/managers. They were asked which steps they take annually for wildfire prevention.
 - Residents: More than eight in ten residents mentioned at least seven of the nine possible steps had been taken to protect their home. The two fire prevention steps mentioned by the fewest number of residents, were “to keep propane tanks clear of vegetation” (60 percent), and to “thin/remove live trees” (42 percent).
 - Non-residents: More than eight in ten non-residents had taken only two of the nine listed steps to protect their property. The steps taken by the fewest non-residents were to “thin/remove live trees” (30 percent), to “keep propane tanks clear of vegetation” (31 percent), and to “prepare an emergency evacuation plan” (38 percent).
 - Business/property owners/managers: More than eight in ten business/property owners/managers had taken at least five of the nine steps to protect their business property. The steps taken by the fewest business owners were to “thin/remove live trees” (42 percent) and to “keep propane tanks clear of vegetation” (53 percent).
- Respondents who had only taken one or two steps for wildfire prevention were asked their reasons for not taking more steps to prepare for a possible wildfire.
 - There were 32 residents who were asked this question, and a wide range of responses mentioned. The responses given most frequently by residents included “I don’t know what to do” (8 residents), “I don’t have any area that needs to be maintained/no trees” (4 residents), “I haven’t had fire close so I don’t see the point,” “it wont make a difference,” “cant afford to do it,” “doesn’t apply to me/live in a condo” (2 residents each, respectively).
 - The five non-residents who were asked this question, mentioned they had not taken more steps for wildfire prevention because “I didn’t know there was a wildfire threat to my neighborhood,” “it’s not my responsibility, it’s the fire department/ governments job,” “it is not practical,” “the property is clear now,” “too much needs to be done,” and “cutting trees reduces privacy” (one respondent each, respectively).
 - There were 19 business/property owners/managers who had only taken one or two steps for wildfire prevention. The most frequently mentioned reasons among this group, for not taking more steps, were “I don’t have any area that needs to be maintained/no trees” (9 business/property owners/managers), followed by “it’s not my responsibility, it’s the fire department/ government’s job,” and “I’m just a renter, its not my responsibility” (3 respondents each, respectively).

AWARENESS OF AND ATTITUDES TOWARD

The Term ‘Healthy Forest’

- Residents (65 percent), non-residents (58 percent), and business/property owners/managers (83 percent) alike had an awareness of the term “healthy forest.”
- Respondents aware of a “healthy forest” were then asked what this term means to them. Residents as well as non-residents and business/property owners/managers were most likely to mention that the term means “to minimize density/thinning trees/no overgrowth” (42 percent, 53 percent, and 47 percent each, respectively). Other responses given most frequently by all three respondent groups included “removing all dead/infected trees” as well as “clear/clean up/no underbrush/debris.”
- When asked what measures property owners can take to create and maintain a healthy forest, residents most frequently mentioned that property owners could “cleanup/remove trash/brush around or on the property/ create defensible space” (23 percent), “remove brush/undergrowth/pine cones/needles” (21 percent), “clear dead trees/ wood/diseased trees” (19 percent), and “thin/ clear young trees” (18 percent). There were 49 non-residents who answered this question. They were most likely to mention “clear dead trees/ wood/diseased trees” (19 respondents), followed by “remove brush/undergrowth/pine cones/needles” (16 respondents), and “thin/ clear young trees” (14 respondents). Of the 78 business/property owners/managers who answered this question, the most frequently mentioned response was to “clear dead trees/dead wood/diseased trees” (32 percent), followed by to “thin /clear young trees” (23 percent), and to “clean yard/property” (21 percent).

MAST and MAST Objectives

- The majority of residents (68 percent), non-residents (54 percent), as well as business/property owners/managers (73 percent) are aware of MAST.
- Respondents were asked if they were aware of a list of eight statements regarding fire reduction. More than three quarters of the residents, non-residents as well as business/property owners/managers mentioned they were aware of four of the eight statements. The two statements with the lowest awareness amongst all three groups surveyed, were the lack of continued funding for the dead tree removal program, and that property owners have until June 2007 to notify authorities about dead trees that need to be removed.
- Six elements of the MAST action plan were presented to respondents and they were asked to rate each element on a scale of 1 to 5, with 1 equal to “not at all important” and 5 equal to “extremely important.” Results indicate that for each of the six elements, a mean score of 4.1 or higher was calculated from all three respondent groups (residents, non-residents and business/property owners/managers). Thus, all of the elements were seen to be “very” to “extremely” important by the majority of all groups.
- Three MAST programs were presented to respondents, who were then asked if they thought these programs were “very effective,” “somewhat effective,” or “not at all effective.” The overall majority of all three respondent groups rated the MAST tree removal program as “very effective” (63 percent, 75 percent and 69 percent of residents, non-residents and business/property owners/managers, respectively). The MAST fire safety education program was rated as “very effective” by fewer residents (33 percent), non-residents (55 percent), as well as business/property owners/managers (34 percent). This was also true for the “other MAST programs,” where 32 percent of residents rated these programs as “very effective.”

DEMOGRAPHIC AND SOCIOGRAPHIC CHARACTERISTICS

- Newspapers read by the highest proportion of residents as well as business/property owners/managers, were Big Bear Grizzly newspaper, followed by the San Bernardino County Sun. Approximately one in five residents and one in six business/property owners/managers replied they do not read any newspapers.
- Local news TV stations watched by the highest proportion of residents as well as business/property owners/managers are Channel 7 KABC (28 percent and 21 percent each, respectively), Channel 4 KNBC (17 percent and 30 percent each, respectively), and Channel 5 KTLA (11 percent and 14 percent each, respectively).
- The radio station listened to by the highest proportion of residents (21 percent) as well as business/property owners/managers (55 percent), is KBHR 93.3 FM.
- While more than half (52 percent) of residents surveyed were female, 72 percent of non-residents and 56 percent of business/property owners/managers surveyed were male.
- More than nine in ten (94 percent) residents surveyed live in a single-family detached home, five percent live in a mobile home/trailer and the remaining one percent live in some other type of home. Consistent with this result is that 97 percent of residents surveyed own their home and three percent rent.
- Residents have owned their home a median of 8.0 years and business/property owners/managers have owned their business a median of 6.0 years.
- Surveyed residents have a median age of 55 years, non-residents have a median age of 59 years, and business/property owners/managers have a median age of 54 years.
- The overall majority of surveyed residents (89 percent), non-residents (86 percent) as well as business/property owners/managers (95 percent) are of White, non-Hispanic ethnicity.
- Respondents to this survey were generally well educated. More than four in ten residents surveyed (42 percent), two-thirds of non-residents surveyed (66 percent) and one-half of business/property owners/managers surveyed (51 percent) have a college degree or higher.
- The median household income calculated for surveyed residents was \$61,500, non-residents \$104,500, and business/property owners/managers \$78,100.

SIGNIFICANT RESPONSES FROM CROSSTABULATIONS

Crosstabulation of the data, resulted in many findings that were significant.

- Residents who have had a wildfire burn within a mile of their home were significantly more likely than residents who have not had a wildfire burn within a mile of their home, to rate the risk to their home, land, local community, and the health of the San Bernardino Mountain forest areas from potential wildfires, as “extreme.”
- Residents who are aware of the term “healthy forest,” as well as those who are aware of MAST, are also significantly more likely to have taken steps to protect their home.
- Residents who have had a wildfire burn within a mile of their home, are significantly more likely than those who have not had a wildfire burn within a mile of their home, to have cleared the brush within 30 feet of their home/structure or within 100 feet if they are on a hillside, to have removed tree branches below 6 feet from the ground, and to have thinned/removed dead and dying trees.
- Residents who are not aware of MAST are significantly more likely than those who are aware, to mention that they “don’t know what to do” as a reason for not taking sufficient steps to prepare their home in case of a wildfire.
- Residents, who are aware of MAST, are also significantly more likely than those who are not aware of MAST, to be aware of the term “healthy forest.”
- Male residents are significantly more likely than female residents, to be aware of the term “healthy forest.”
- Residents who are aware of the term “healthy forest,” are also significantly more likely, than those not aware of this term, to be aware of many of the statements read to them regarding fire reduction.
- Female residents were significantly more likely than male residents to respond that it was “extremely important” that MAST provide; emergency planning and tree removal information to the public; work with local, state and federal legislators to obtain funds to finance prevention and emergency response measures; and develop and implement a healthy forest/fire-safe plan.
- Residents aware of the term “healthy forest” are significantly more likely than those not aware, to mention that “planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes” is “extremely important.”
- Residents who have not had a wildfire burn within a mile of their home, as well as female residents, are more likely than those who have had a wildfire burn within a mile of their home, as well as male residents, to reply that the MAST fire safety education program is “very effective.”
- Residents, who have had a wildfire burn within a mile of their home, are significantly more likely to have lived in their home more than 30 years, than those who have not had a wildfire burn within a mile of their home.
- Residents have lived at their current address less than two years, are more likely to be unaware of the term “healthy forest,” than those who have lived at their current address for longer periods of time.

- Business/property owners/managers were significantly more likely than non-residents to rate the risk to their local community from potential wildfires, as “no risk.”
- Business/property owners/managers were significantly less likely than non-residents to have taken steps to protect their home/business/property in case of a wildfire.
- Business/property owners/managers were significantly less likely than residents to “keep a garden hose connected to a faucet,” as well as to have prepared an emergency evacuation plan.
- Business/property owners/managers were significantly more aware than residents or non-residents of the term “healthy forest,” as well as of MAST.
- Business/property owners/managers were significantly more aware than residents or non-residents of the statement that “trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety,” as well as that “property owners may be eligible for up to 75 percent of the cost of removing live trees through the Forest Care Program.”
- A significantly higher proportion of residents than non-residents, rated the importance of “developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains,” as well as “providing emergency planning and tree removal information to the public” as “extremely important.”

QUESTIONNAIRES

Login = temp10
Demo = sbfiredm
Survey = sbfire

(Final - 12/29/06)

San Bernardino Mountain-Area Fire Prevention Awareness - #624

Resident Telephone Version

Hello, my name is _____ from CIC Research, Inc. We are conducting a study regarding wildfire prevention for the San Bernardino Mountain Area Safety Task Force. We are not selling anything, we are just interested in getting your opinions. Are you (may I speak to) the (male/female) head of the household?

1. First, to be sure you live in our fire prevention study area, could you tell me your home ZIP code? (DO **NOT** READ CHOICES)
 1. 91759 Mt. Baldy
 2. 92305 Angelus Oaks
 3. 92314 Big Bear City
 4. 92315 Big Bear Lake
 5. 92317 Blue Jay
 6. 92321 Cedar Glen
 7. 92322 Cedar Park Pines
 8. 92325 Crestline/Lake Gregory/Valley of Enchantment
 9. 92326 Crest Park
 10. 92333 Fawnskin
 11. 92339 Forest Falls
 12. 92341 Green Valley Lake
 13. 92352 Lake Arrowhead
 14. 92358 Lytle Creek
 15. 92378 Rimforest
 16. 92382 Arrowbear Lake/Running Springs
 17. 92385 Sky Forest
 18. 92386 Sugarloaf
 19. 92391 Twin Peaks
 20. 92397 Wrightwood
 21. Other (SPECIFY) _____ (ASK Q1a)
 22. Don't Know (ASK Q1a)
 23. Refused (THANK & TERMINATE)
- 1a. What community do you live in?
 1. Angelus Oaks
 2. Arrowbear Lake
 3. Big Bear City
 4. Big Bear Lake
 5. Blue Jay
 6. Cedar Glen
 7. Cedar Pines Park
 8. Crest Park
 9. Crestline
 10. Erwin Lake
 11. Fawnskin
 12. Forest Falls
 13. Fredalba
 14. Green Valley Lake
 15. Lake Arrowhead
 16. Lake Gregory
 17. Lake Williams
 18. Lytle Creek
 19. Minnelusa
 20. Moonridge
 21. Mountain Home Village
 22. Mt. Baldy
 23. Rain Forest
 24. Rim Forest
 25. Running Springs
 26. Sky Forest
 27. Snow Valley
 28. Sugarloaf
 29. Twin Peaks
 30. Valley of Enchantment
 31. Wrightwood
 32. Other (SPECIFY) _____ (THANK & TERM)
 33. Refused (THANK & TERMINATE)
3. Have you ever had a wildfire burn within a mile of your home in the San Bernardino Mountain area?
 - 1) Yes (CONTINUE)
 - 2) no (SKIP TO Q6)
 - 9) Don't Know/Refused (SKIP TO Q6)
4. Did you have any damage or loss of property due to any wildfires in the San Bernardino Mountain area?
 - 1) Yes (CONTINUE)
 - 2) No (SKIP TO Q6)
 - 9) Don't Know (SKIP TO 6)

5. What damage or loss did you have?
- 1) Yes, some structural damage to home
 - 2) Yes, complete loss of home
 - 3) Yes, loss of personal property, like personal belongings, car, equipment, and tools
 - 4) Loss of trees or landscaping
 - 5) Other (SPECIFY) _____
 - 9) Don't Know
6. Now I am going to read you a few items and I would like you to rate each one on their level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires. (READ STATEMENTS; RANDOMIZE) Let's start with . . .

	No Risk				Extreme Risk				NA	DK
a) the risk to your home from potential wildfires	1	2	3	4	5				8	9
b) the risk to your land from potential wildfires	1	2	3	4	5				8	9
c) the risk to your family and household members from potential wildfires	1	2	3	4	5				8	9
d) the risk to your local community from potential wildfires	1	2	3	4	5				8	9
e) the risk to the health of the San Bernardino Mountain forest areas from potential wildfires	1	2	3	4	5				8	9

7. Have you taken any steps to protect your home in case of a wildfire?
- 1) Yes (CONTINUE)
 - 2) No (SKIP TO Q9)
 - 9) Don't know (SKIP TO Q11)

8. Which of the following steps do you take annually for wildfire prevention? (READ CHOICES; ROTATE; CHECK ALL THAT APPLY)
- | | Yes | No | NA | DK |
|---|-----|----|----|----|
| 1) Clear brush within 30 feet of home and structures or 100 feet if you are on a hillside | 1 | 2 | 8 | 9 |
| 2) Remove tree branches below 6 feet from ground | 1 | 2 | 8 | 9 |
| 3) Thin and/or remove dead and dying trees | 1 | 2 | 8 | 9 |
| 4) Thin and/or remove live trees | 1 | 2 | 8 | 9 |
| 5) Keep all combustibles, such as firewood, lawn furniture, picnic tables, etc., away from structures | 1 | 2 | 8 | 9 |
| 6) Clean rain gutters regularly to avoid leaf and needle accumulation | 1 | 2 | 8 | 9 |
| 7) Keep propane tanks clear of vegetation | 1 | 2 | 8 | 9 |
| 8) Keep your garden hose connected to a faucet | 1 | 2 | 8 | 9 |
| 9) Prepare an emergency evacuation plan | 1 | 2 | 8 | 9 |
| 10) Other (SPECIFY) _____ | 1 | 2 | 8 | 9 |

(IF 1 or 2 ITEMS MENTIONED IN Q8, ASK Q9. OTHERWISE SKIP TO Q11)

9. Why haven't you taken any (more) steps to prepare your home in case of a wildfire? (DO **NOT** READ CHOICES; CHECK ALL THAT APPLY)
- 1) I don't know what to do
 - 2) I'm just a renter and it's not my responsibility
 - 3) It's not my responsibility it's the fire department/government's job
 - 4) I didn't know there was a wildfire threat to my neighborhood/community
 - 5) It won't happen to me
 - 6) It won't make a difference
 - 7) It's all fate - when your number is up, it's up
 - 8) If it was really important, my insurance company would give me a break on my premiums
 - 9) It's wrong to cut trees
 - 10) I don't have the time
 - 11) Can't afford to do it/don't have the money to do it
 - 12) Those things don't apply to me/I live in apt, condo, etc.
 - 13) Other (SPECIFY) _____

11. Are you familiar with the term "healthy forest?"
- 1) yes (CONTINUE)
 - 2) no (SKIP TO Q14)
12. What does that term mean to you? (PROBE WELL; RECORD ANSWER VERBATIM)_____
- _____
13. What measures do you think property owners can take to create and maintain a healthy forest? (PROBE WELL; RECORD ANSWER VERBATIM)_____
- _____
14. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed almost 500,000 dead trees over the past 3 years in the Angeles and San Bernardino Forests, thereby reducing a significant fire hazard. Are you aware of MAST?
- 1) Yes
 - 2) No
 - 9) Don't Know
15. Now I'm going to read you a list of statements regarding fire reduction. For each one, please tell me whether or not you were aware of it. Let's begin with, are you aware that . . . (READ EACH ITEM AND GET A YES OR NO ANSWER) (DO NOT ROTATE)

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety.	1	2	9
b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.	1	2	9
d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less.	1	2	9
e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the UY.S. Forest service for information about fuel reduction?	1	2	9
f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry.	1	2	9
g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program.	1	2	9
h) Funding for the dead tree removal program is running out and the program will end by December 2007	1	2	9
i) Property owners have until June 2007 to notify authorities about dead trees that need to be removed.	1	2	9

16. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Now I am going to read five elements of the MAST action plan and I would like you to tell me how important each one is to you. Please use our scale from 1 to 5 where a 1 means you feel that the element is not at all important and 5 means that you feel it is extremely important. Let's begin with . . . (READ STATEMENTS; RANDOMIZE)

	<u>Not at all</u> <u>Important</u>			<u>Extremely</u> <u>Important</u>			<u>DK</u>
a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains	1	2	3	4	5	9	
b) Providing emergency planning and tree removal information to the public	1	2	3	4	5	9	
c) Work with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures	1	2	3	4	5	9	
d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes	1	2	3	4	5	9	
e. Develop commercial use or disposal options for waste wood products	1	2	3	4	5	9	
f. Developing and implementing a healthy forest/ fire-safe plan	1	2	3	4	5	9	

17. What is your opinion of the effectiveness of the following MAST programs? Do you think it's very effective, somewhat effective, or not at all effective? (READ EACH ITEM & GET ANSWER) And how about their . . . ? Is it

	<u>Not at all</u> <u>Effective</u>	<u>Somewhat</u> <u>effective</u>	<u>Very</u> <u>effective</u>	<u>DK</u>
1) MAST Fire safety education program?	1	2	3	9
2) MAST Tree removal program?	1	2	3	9
3) Other MAST programs?	1	2	3	9

Now just a few last questions to help us group your answers with those of others.

18. What local newspapers do you read regularly? (DO NOT READ LIST; CHECK ALL THAT APPLY)

1. San Bernardino County Sun ☐ None
2. Lake Arrowhead Mountain News
3. Crestline Courier News
4. The Alpenhorn News
5. Other: (SPECIFY) _____

19. What television stations do you watch regularly for local news coverage? (DO NOT READ LIST; CHECK ALL THAT APPLY)

1. KHIZ (Channel 64; BARSTOW, CA) ☐ None
2. KTRO-LP (Channel 50; LANCASTER)
3. KTBN1 (Channel 40; LAKE ARROWHEAD)
4. KVCR-TV (Channel 24; SAN BERNARDINO, CA)
5. KVCR TV 24 (PBS)
6. Other (SPECIFY) _____

20. What local radio stations do you listen to regularly? (DO NOT READ LIST; CHECK ALL THAT APPLY) ☐ None

AM Stations

1. KCAL, 1410 AM; REDLANDS
2. KDIS, 1110 AM; (ABC) PASADENA,
3. KFI, 640 AM; LOS ANGELES
4. KFWB, 980 AM; LOS ANGELES
5. KHPY, 1670 AM; MORENO VALLEY
6. KIXW, 960 AM; APPLE VALLEY
7. KKDD, 1290 AM; SAN BERNARDINO;
8. KLAC, 570 AM; LOS ANGELES
9. KPLS, 830 AM; ORANGE
10. KRLH, 590 AM; SAN BERNARDINO
11. KTDD, 1350 AM; SAN BERNARDINO
12. KTNQ, 1020 AM; LOS ANGELES
13. KXTA, 1150 AM; LOS ANGELES

FM Stations

14. K201AR (88.1 FM; BANNING)
15. K201CD (88.1 FM; VICTORVILLE)

16. K210DL (89.9 FM; APPLE VALLEY)
17. K212EK (90.3 FM; VICTORVILLE)
18. K232CX (94.3 FM; DESERT HOT SPRING)
19. K295AI (106.9 FM; MUSCOY)
20. KATJ-FM (100.7 FM; GEORGE)
21. KCAL-FM (96.7 FM; REDLANDS)
22. KCXX (103.9 FM; LAKE ARROWHEAD)
23. KFRG (95.1 FM; SAN BERNARDINO)
24. KGGI (99.1 FM; RIVERSIDE)
25. KHMS (88.5 FM; VICTORVILLE)
26. KIXA (106.5 FM; LUCERNE VALLEY)
27. KLRD (90.1 FM; YUCAIPA)
28. KLYY (97.5 FM; RIVERSIDE)
29. KOLA (99.9 FM; SAN BERNARDINO)
30. KUCR (88.3 FM; RIVERSIDE)
31. KUOR-FM (89.1 FM; REDLANDS)
32. KVCR (91.9 FM; SAN BERNARDINO)
33. KXSB (101.7 FM; BIG BEAR LAKE)

Other (SPECIFY #, LETTERS, AM/FM) _____

21. (RECORD GENDER:) 1 Male 2 Female

22. What type of home do you live in? Is it a . . . (READ CHOICES)

1. Single-family detached home
2. Condominium
3. Duplex
4. Apartment (SKIP TO Q23)
5. Mobile home/trailer
6. Other (SPECIFY) _____

- 22a. Do you rent or own your home?

1. rent
2. own
9. Refused

23. How long have you lived at your current address?

_____ Years ☐ less than 1 year

24. In what year were you born? 19_____

25. Which of the following do you consider yourself? (READ CHOICES)

1. White, non-Hispanic
2. Hispanic
3. African-American/Black
4. Asian-American
5. Native American

6. Other _____

26. What is the highest level of education that you have completed so far? (READ IF NECESSARY)
1. some high school
 2. high school graduate
 3. some college or trade school
 4. college graduate
 5. graduate degree
 6. other _____
27. Which of the following groups best describes your household's total annual income before taxes in 2005? (READ CHOICES)
- | | |
|------------------------|--------------------------|
| 1. Under \$25,000 | 6. \$100,000 - \$150,000 |
| 2. \$25,000 - \$40,000 | 7. \$150,000 or more |
| 3. \$40,000 - \$60,000 | 9. Don't Know/ Refused |
| 4. \$60,000 - \$79,999 | (DO NOT READ) |
| 5. \$80,000 - \$99,999 | |

Thank you again and have a nice evening/day.



San Bernardino Mountain Area Fire Prevention Awareness

Please answer all questions
as they relate to this address:

We are conducting a public opinion survey regarding fire prevention awareness and practices among property owners and businesses in the San Bernardino Mountain area. Please take a few minutes to give us your opinions by answering all questions **as they relate to your San Bernardino Mountain property** at the address above. Even if your property is a time-share or condominium and some questions don't seem to apply, please answer all questions to the best of your ability. When finished, please return your completed questionnaire in the enclosed postage-paid envelope.

1. Which of the following best describes your property ownership in the San Bernardino Mountain area? Please check all that apply.

- ☐ Residential property
- ☐ Commercial property
- ☐ Vacant land
- ☐ Other (Please describe) _____

2. Have you ever had a wildfire burn within a mile of your San Bernardino Mountain property?

- ☐ Yes (Continue with Question 3)
- ☐ No (Skip to Question 5)
- ☐ Don't Know (Skip to Question 5)

3. Did you have any damage or loss of property due to any wildfire(s) in the San Bernardino Mountain area?

- ☐ Yes (Continue with Question 4)
- ☐ No (Skip to Question 5)
- ☐ Don't Know (Skip to Question 5)

4. What damage or loss did you have? Please check all that apply

- ☐ Some structural damage on the property
- ☐ Some loss of inventory, personal property or equipment
- ☐ Complete loss of structures on property
- ☐ Loss of trees or landscaping on property
- ☐ Other (Please describe) _____
- ☐ Don't Know

5. Please rate each of the following items on their level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel that item has any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires.

	No Risk				Extreme Risk	Not Applicable	[K
a) The risk to structures, equipment or personal belongings on your San Bernardino Mountain property from potential wildfires	1	2	3	4	5	8	!
b) The risk to your land from potential wildfires	1	2	3	4	5	8	!
c) The risk to your family and household members from potential wildfires (for vacation homes and 2 nd homes owners only).	1	2	3	4	5	8	!
d) The risk to the local community from potential wildfires. .	1	2	3	4	5	8	!
e) The risk to the health of the San Bernardino Mountain forest areas from potential wildfires	1	2	3	4	5	8	!

6. Have you taken any steps to protect your property in case of a wildfire?

- ☐ Yes (Continue with Question 7)
- ☐ No (Skip to Question 8)
- ☐ Don't know (Skip to Question 9)

7. Which of the following steps do you take annually for wildfire prevention on your San Bernardino Mountain area property? **PLEASE CHECK ALL THAT APPLY.**

- ☐ Clear brush within 30 feet of structures or 100 feet if you are on a hillside
- ☐ Remove tree branches below 6 feet from ground
- ☐ Thin and/or removed dead and dying trees
- ☐ Thin and/or remove live trees
- ☐ Keep all combustibles, such as firewood, lawn furniture, picnic tables, etc., away from structures
- ☐ Clean roof and rain gutters regularly to avoid leaf and needle accumulation
- ☐ Keep propane tanks clear of vegetation
- ☐ Keep a garden hose connected to a faucet
- ☐ Prepare an emergency evacuation plan
- ☐ Other (Please specify) _____
- ☐ None

If you checked less than 3 items in Question 7, please answer Question 8. Otherwise skip to Question 9.

8. Why haven't you taken more steps to prepare your property in case of a wildfire?

9. Are you familiar with the term “healthy forest”?

☐ Yes (Please continue with Question 10) ☐ No (Please skip to Question 12)

10. What does “healthy forest” mean to you? _____

11. What measures do you think property owners can take to create and maintain a healthy forest?

12. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies, and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed almost 500,000 dead trees over the past 3 years in the Angeles and San Bernardino Forests, thereby reducing a significant fire hazard. Are you aware of MAST?

☐ Yes
☐ No
☐ Don't Know

13. Below is a list of statements regarding fire reduction. For each one, please indicate whether or not you are aware of it.

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Funding for the dead tree removal program is running out and the program will end by December 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Property owners have until June 2007 to notify authorities about dead trees that need to be removed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Below are 6 elements of the MAST action plan. Please rate each one on a scale from 1 to 5 to indicate how important each one is to you.

	Not at all Important				Extremely Important	Dc Kr
a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains	1	2	3	4	5	
b) Providing emergency planning and tree removal information to the public	1	2	3	4	5	
c) Working with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures.	1	2	3	4	5	
d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes	1	2	3	4	5	
e) Developing commercial use or disposal options for waste wood products	1	2	3	4	5	
f) Developing and implementing a healthy forest/fire-safe plan	1	2	3	4	5	

15. What is your opinion of the effectiveness of the following MAST programs?

	Not at all effective	Somewhat effective	Very effective	Don't Know
a) MAST's Fire safety education program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) MAST's Tree removal program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Other MAST programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What is the ZIP code of your San Bernardino Mountain property? If you don't know the ZIP code, please give the name of the community where it's located.

ZIP Code or name of community _____

17. What is your gender? ☐ Male ☐ Female

18. In what year were you born? 19_____

19. Which of the following do you consider yourself?

- | | |
|---|---|
| <input type="checkbox"/> White, non-Hispanic | <input type="checkbox"/> Asian-American |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Native American |
| <input type="checkbox"/> African-American/Black | <input type="checkbox"/> Other (Please specify) _____ |

20. What is the highest level of education that you have completed so far?

- | | |
|---|---|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> College graduate |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> Graduate degree |
| <input type="checkbox"/> Some college or trade school | <input type="checkbox"/> Other (Please specify) _____ |

21. Which of the following groups best describes your household's total annual income before taxes in 2006?

- | | | |
|--|---|--|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$60,000 - \$80,000 | <input type="checkbox"/> \$100,000 - \$150,000 |
| <input type="checkbox"/> \$25,000 - \$40,000 | <input type="checkbox"/> \$80,000 - \$100,000 | <input type="checkbox"/> \$150,000 or more |
| <input type="checkbox"/> \$40,000 - \$60,000 | | |

Thank you for your assistance. Please place your completed questionnaire in the enclosed postage-paid return envelope and drop it in any mailbox.

(Draft - 1/2/07)

San Bernardino Mountain-Area Fire Prevention Awareness - #624

Business Telephone Version

Hello, my name is _____ from CIC Research, Inc. We're conducting a study regarding wildfire prevention among business property owners for the Mountain Area Safety task Force. We are not selling anything, we are just interested in getting opinions. I need to speak to someone who owns or manages the property at/on (address/street)? (IF NOT AVAILABLE OR NOT AT THIS LOCATION ASK FOR CONTACT INFORMATION: Name, Title, Company, Phone No.)

(INTERVIEWER: WE NEED TO SPEAK TO SOMEONE WHO IS KNOWLEDGEABLE ABOUT THE BUSINESS AND ITS PAST ACTIONS REGARDING WILDFIRE PREVENTION. ALWAYS ASK FOR OWNER FIRST BECAUSE OWNER IS PREFERRED, BUT IF OWNER IS NOT ACCESSIBLE, A PROPERTY MANAGER MIGHT BE ABLE TO ANSWER THESE QUESTIONS. IN CASES WHERE THERE ARE MULTIPLE BUSINESSES IN A BUILDING, IT MIGHT BE APPROPRIATE TO INTERVIEW THE **BUSINESS OWNER** IF HE IS RESPONSIBLE FOR FIRE PREVENTION MEASURES, OR IT MIGHT BE APPROPRIATE TO INTERVIEW THE **PROPERTY OR BUILDING OWNER** IF HE IS THE ONE RESPONSIBLE FOR FIRE PREVENTION MEASURES. PROBE TO FIND THE BEST PERSON AND DON'T GIVE UP EASILY.)

(WHEN YOU REACH THE OWNER/PROPERTYMANAGER, CONTINUE:)

Hello, my name is _____ from CIC Research, Inc. We are conducting a study regarding wildfire prevention for the Mountain Area Safety Task Force. We are not selling anything, we are just interested in getting your opinions. We'd like to talk about the property located at (address). Are you responsible for fire prevention measures outside that building (such as landscaping, trees, roof, gutters, etc.)? (IF YES, CONTINUE. IF NO, GET CONTACT INFO FOR APPROPRIATE RESPONDENT.)

2. First, can you tell me what kind of business is located at that address? (ASK CAREFULLY IF BUSINESS TYPE IS OBVIOUS: EX: BIG BEAR PHARMACY, BLONDIE'S GRILL. IF BUSINESS IS IN A STRIP MALL, WE WANT TO TALK ABOUT THE WHOLE STRIP MALL AND WOULD CLASSIFY IT AS A RETAIL STRIP MALL, NOT AS THE BUSINESSES THAT ARE IN THE STRIP MALL.)
(SPECIFY) _____
3. Have you ever had a wildfire burn within a mile of this property in the San Bernardino Mountain area?
 - 1) Yes (CONTINUE)
 - 2) No (SKIP TO Q6)
 - 9) Don't Know/Refused (SKIP TO Q6)
4. Did you have any damage or loss of property due to any wildfire(s) in the San Bernardino Mountain area?
 - 1) Yes (CONTINUE)
 - 2) No (SKIP TO Q6)
 - 9) Don't Know (SKIP TO 6)

5. What damage or loss did you have? (CHECK ALL THAT APPLY)
- 4) Yes, some structural damage to building(s)
 - 5) Yes, complete loss of building(s)
 - 6) Yes, loss of business equipment or inventory (inside or outside of building)
 - 7) Other (SPECIFY) _____
 - 9) Don't Know
6. I'm going to read three items and I would like you to rate each one on its level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires. (READ STATEMENTS) Let's start with . . .

	<u>No Risk</u>			<u>Extreme Risk</u>			<u>DK</u>
f) the risk to your San Bernardino mountain property from potential wildfires	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>		<u>9</u>
d) the risk to the local community from potential wildfires	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>		<u>9</u>
e) the risk to the health of the San Bernardino Mountain forest areas from potential wildfires	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>		<u>9</u>

7. Have you taken any steps to protect your business property in case of a wildfire?
- 1) Yes (CONTINUE)
 - 2) No (SKIP TO Q9)
 - 9) Don't know (SKIP TO Q11)

8. Which of the following steps do you take annually for wildfire prevention? (READ CHOICES; ROTATE; CHECK ALL THAT APPLY)
- | | <u>Yes</u> | <u>No</u> | <u>NA</u> |
|---|------------|-----------|-----------|
| 1) Clear brush within 30 feet of business structures or 100 feet if you are on a hillside | 1 | 2 | 3 |
| 2) Remove tree branches below 6 feet from ground | 1 | 2 | 3 |
| 3) Thin and/or remove dead and dying trees | 1 | 2 | 3 |
| 4) Thin and/or remove live trees | | | |
| 5) Keep all combustibles, such as firewood, supplies, furniture, trash, picnic tables, etc., away from structures | 1 | 2 | 3 |
| 6) Clean roof and rain gutters regularly to avoid leaf and needle accumulation | 1 | 2 | 3 |
| 7) Keep propane tanks clear of vegetation | 1 | 2 | 3 |
| 8) Keep a garden hose connected to an outside faucet | 1 | 2 | 3 |
| 9) Prepare an emergency evacuation plan | 1 | 2 | 3 |
| 10) Other (SPECIFY) _____ | 1 | 2 | 3 |

(IF 1 or 2 ITEMS MENTIONED IN Q8, ASK Q9. OTHERWISE SKIP TO Q11)

9. Why haven't you taken any (more) steps to prepare your business property in case of a wildfire? (DO **NOT** READ CHOICES; CHECK ALL THAT APPLY)

- 1) I don't know what to do
- 2) I'm just a tenant and it's not my responsibility
- 3 It's not my responsibility, it's the fire department/government's job
- 4 I didn't know there was a wildfire threat to my neighborhood/community/business
- 5 It won't happen to me
- 6 It won't make a difference
- 7 It's all fate - when your number is up, it's up
- 8 If it was really important, my insurance company would give me a break on my premiums
- 9 It's wrong to cut trees
- 10 I don't have the time
- 11 Can't afford to do it/don't have the money to do it
- 13 Other (SPECIFY) _____

11. Are you familiar with the term "healthy forest?"

- 1) yes (CONTINUE)
- 2) no (SKIP TO Q14)

12. What does that term mean to you? (PROBE WELL; RECORD ANSWER VERBATIM)____

13. What measures do you think business owners and property owners can take to create and maintain a healthy forest? (PROBE WELL; RECORD ANSWER VERBATIM)_____

14. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed almost 500,000 dead trees over the past 3 years in the Angeles and San Bernardino Forests, thereby reducing a significant fire hazard. Are you aware of MAST?

- 1) Yes
- 2) No
- 9) Don't Know

15. Now I'm going to read you a list of statements regarding fire reduction. For each one, please tell me whether or not you were aware of it. Let's begin with, are you aware that . . . (READ EACH ITEM AND GET A YES OR NO ANSWER) (DO NOT ROTATE)

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety.	1	2	9
b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.	1	2	9
d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less.	1	2	9
e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction?	1	2	9
f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry.	1	2	9
g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program.	1	2	9
h) Funding for the dead tree removal program is running out and the program will end by December 2007	1	2	9
i) Property owners have until June 2007 to notify authorities about dead trees that need to be removed.	1	2	9

16. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Now I am going to read five elements of the MAST action plan and I would like you to tell me how important each one is to you. Please use our scale from 1 to 5 where a 1 means you feel that the element is not at all important and 5 means that you feel it is extremely important. Let's begin with . . . (READ STATEMENTS; RANDOMIZE)

	<u>Not at all Important</u>			<u>Extremely Important</u>		<u>DK</u>
a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>
b) Providing emergency planning and tree removal information to the public?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>
c) Work with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>
d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>
e) Develop commercial use or disposal options for waste wood products?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>
f) Developing and implementing a healthy forest/ fire-safe plan?	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>9</u>

- 17 What is your opinion of the effectiveness of the following MAST programs? Do you think it's very effective, somewhat effective, or not at all effective? (READ EACH ITEM & GET ANSWER) And how about the . . . ? Is it

	<u>Not at all Effective</u>	<u>Somewhat effective</u>	<u>Very effective</u>	<u>DK</u>
1) MAST Fire safety education program?	1	2	3	9
2) MAST Tree removal program?	1	2	3	9
3) Other MAST programs?	1	2	3	9

Now just a few last questions to help us group your answers with those of others.

- 17A. Do you live in San Bernardino County?

- 1) yes (CONTINUE)
- 2) no (SKIP TO Q21)

18. What local newspapers do you read regularly? (DO NOT READ LIST; CHECK ALL THAT APPLY)

1. San Bernardino County Sun ☐ None
2. Lake Arrowhead Mountain News
3. Crestline Courier News
4. The Alpenhorn News
5. The Grizzly
6. Other: (SPECIFY) _____

19. What television stations do you watch regularly for local news coverage? (DO NOT READ LIST; CHECK ALL THAT APPLY) ☐ None

- | | |
|---------------------------------------|---|
| 1. KHIZ (Channel 64; Barstow) | 4. KVCR-TV (Channel 24; San Bernardino) |
| 2. KTRO-LP (Channel 50; Lancaster) | 5. KVCR TV 24 (PBS) |
| 3. KTNB1 (Channel 40; Lake Arrowhead) | 6. Other (SPECIFY) _____ |

20. What local radio stations do you listen to regularly? (DO NOT READ LIST; CHECK ALL THAT APPLY) ☐ None

AM Stations

1. KCAL, 1410 AM; REDLANDS
2. KDIS, 1110 AM; (ABC) PASADENA,
3. KFI, 640 AM; LOS ANGELES
4. KFVB, 980 AM; LOS ANGELES
5. KHPY, 1670 AM; MORENO VALLEY
6. KIXW, 960 AM; APPLE VALLEY
7. KKDD, 1290 AM; SAN BERNARDINO;
8. KLAC, 570 AM; LOS ANGELES
9. KPLS, 830 AM; ORANGE
10. KRLH, 590 AM; SAN BERNARDINO
11. KTDD, 1350 AM; SAN BERNARDINO
12. KTNQ, 1020 AM; LOS ANGELES
13. KXTA, 1150 AM; LOS ANGELES

FM Stations

14. K201AR (88.1 FM; BANNING)
15. K201CD (88.1 FM; VICTORVILLE)
16. K210DL (89.9 FM; APPLE VALLEY)
17. K212EK (90.3 FM; VICTORVILLE)
18. K232CX (94.3 FM; DESERT HOT SPRINGS)
19. K295AI (106.9 FM; MUSCOY)
20. KATJ-FM (100.7 FM; GEORGE)
21. KCAL-FM (96.7 FM; REDLANDS)
22. KCXX (103.9 FM; LAKE ARROWHEAD)
23. KFRG (95.1 FM; SAN BERNARDINO)
24. KGGI (99.1 FM; RIVERSIDE)

21. (RECORD GENDER:) 1 Male 2 Female
23. How long have you owned or managed this business property?
_____ Years ☐ less than 1 year
24. In what year were you born? 19_____
25. Which of the following do you consider yourself? (READ CHOICES)
1. White, non-Hispanic
 2. Hispanic
 3. African-American/Black
 4. Asian-American
 5. Native American
 6. Other _____
26. What is the highest level of education that you have completed so far? (READ IF NECESS)
1. some high school
 2. high school graduate
 3. some college or trade school
 4. college graduate
 5. graduate degree
 6. other _____
27. Which of the following groups best describes your household's total annual income before in 2005? (READ CHOICES)
- | | |
|------------------------|-----------------------------------|
| 1. Under \$25,000 | 5. \$80,000 - \$99,999 |
| 2. \$25,000 - \$40,000 | 6. \$100,000 - \$150,000 |
| 3. \$40,000 - \$60,000 | 7. \$150,000 or more |
| 4. \$60,000 - \$79,999 | 9. Don't Know/ Refused (DO NOT RE |

Thank you again and have a nice day.